

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. Cancelled.
2. (Previously Presented) The method according to claim 40, wherein the sponsored information comprises at least one of location based advertising and location based content.
3. Cancelled.
4. (Previously Presented) The method according to claim 2, wherein the sponsored information relates to a particular subject matter area.
- 5-7. Cancelled.
8. (Previously presented) The method according to claim 40, wherein the step of determining the target location comprises at least one of: receiving location data input by the user, using a network address of the user's computing/communications device, and using a location table for determining the location data.
- 9-13. Cancelled.
14. (Previously Presented) The method according to claim 40 wherein the network is the Internet.
- 15-16. Cancelled.
17. (Previously Presented) The computer readable data storage medium according to claim 47, wherein the sponsored information comprises at least one of location based advertising and location based content.
18. Cancelled.

19. (Previously Presented) The computer readable data storage medium according to claim 47, wherein the sponsored information relates to a particular subject matter area.

20-22. Cancelled.

23. (Previously Presented) The computer readable data storage medium according to claim 47, wherein the first program code determines the target location data by at least one of: receiving location data input by the user, using a network address of the user's computing/communications device, and using a location table for determining the location data.

24. Cancelled.

25. (Previously Presented) The computer readable data storage medium according to claim 47, wherein the first program code and the third program code communicate with a the user's computing/communication device.

26. (Previously presented) The computer readable data storage medium according to claim 25, wherein the computing/communication device includes at least one of: a personal digital assistant (PDA) or other portable device, a web browser, a cell or other wireless phone, a electronic billboard, a website, a pager, a television, a web-based television device, an internet enabled device or appliance, a health monitoring device, a kiosk displaying information related to one or more subject areas, a terminal in a library, an Internet radio application, and a job related web site.

27-28. Cancelled.

29. (Previously Presented) The computer readable data storage medium according to claim 47, wherein the network is the Internet.

30-33. Cancelled.

34. (Previously Presented) The method according to claim 40, wherein the contextual information comprises a type of device through which the user communicates with the network or characteristic of the user.

35. (Previously Presented) The method according to claim 34 wherein the type of device comprises one of a laptop, a pager, an electronic billboard, or internet appliance.

36–39. Cancelled.

40. (Currently Amended) A computer implemented method of communicating information concerning a target location for which a user seeks information from a server to a user's computing/communication device communicatively connected to said server on a network, the method comprising the steps of:

determining a said target location specified by said computing/communication device independently of a current physical location of said computing/communication unit and said server;

providing contextual information, ~~unrelated to said target location~~, about a characteristic of said user or said computing/communication device to said server;

at said server retrieving from a database at least one of a plurality of categories of sponsored information provided by exclusive sponsors for said target location; [[and]]

delivering said sponsored information to said computing/communications device over said network, wherein said sponsored information is determined in part based on said provided contextual information[[]]; and

periodically auctioning off a right of exclusive promotion associated with said target location to said exclusive sponsors and one or more bidders.

41. (Previously Presented) A method as recited in claim 40, further comprising interpreting data input by a user of said computing/communication device to determine said target location.

42. (Previously Presented) A method as recited in claim 41, further comprising communicating to said user through said computing/communication device location selection options.

43. (Previously Presented) A method as recited in claim 42, further comprising communicating to said user through said computing/communications device a series of said location selection options, each said location selection option of said series comprising a more specific geographic sub-division than a preceding location selection option of said series.

44. (Previously Presented) A method as recited in claim 42, comprising delivering from said server to said computing/communications device said sponsored information from exclusive sponsors for a specific time period.

45. (Previously Presented) A method as recited in claim 44, comprising delivering from said server to said computing/communications device said sponsored information from exclusive sponsors for each of said geographic sub-divisions.

46. (Previously Presented) A method as recited in claim 40, wherein said sponsored information comprises information concerning at least one of: real estate services, residential construction services, health care services, automotive services, financial services, delivery services, repair services and professional services.

47. (Currently Amended) A computer readable data storage medium having program code stored thereon that, when executed by a computer, communicates information concerning a target location for which a user seeks information from a server to a computing/communications device communicatively connected to said server on a network comprising:

a first program code that determines a said target location specified by said computing/communication device independently of a current physical location of said computing/communication unit and said server, and provides contextual information;

~~unrelated to said target location~~, about a characteristic of said user or said computing/communication device to said server;

a second program code that retrieves from a database categories of sponsored information provided by exclusive sponsors for said target location; [[and]]

a third program code that delivers said sponsored information to said computing/communications device over said network, wherein said sponsored information is determined in part based on said provided contextual information[.]; and

periodically auctioning off a right of exclusive promotion associated with said target location to said exclusive sponsors and one or more bidders.

48. (Previously Presented) The computer readable data storage medium according to claim 47 comprising program code that interprets data input by a user of said computing/communication device to determine said target location.

49. (Previously Presented) The computer readable data storage medium according to claim 48, further comprising program code that communicates to said user through said computing/communication device location selection options.

50. (Previously Presented) The computer readable data storage medium according to claim 49, comprising program code that communicates to said user through said computing/communications device a series of said location selection options, each said location selection option of said series comprising a more specific geographic sub-division than a preceding location selection option of said series.

51. (Previously Presented) The computer readable data storage medium according to claim 49 comprising program code that delivers from said server to said computing/communications device said sponsored information for a specific time period.

52. (Previously Presented) The computer readable data storage medium according to claim 51 comprising program code that delivers from said server to said computing/communications device said sponsored information from exclusive sponsors for each of said geographic sub-divisions.

53. (Previously Presented) The computer readable data storage medium according to claim 47, wherein said sponsored information comprises information concerning at least one of: real estate services, residential construction services, health care services, automotive services, financial services, delivery services, repair services and professional services.

54. (Currently Amended) A system for communicating to a user sponsored content in categories assigned for at least one of a plurality of target locations for which a user seeks information over a network, comprising:

- a computing/communications device having an interface to communicate with said user and to communicate user selected ones of said target locations over said network and provide contextual information, ~~unrelated to said target location~~, about a characteristic of said user or said computing/communication device to said server and circuitry to determine information for identifying said selected ones of said target locations independent of a physical location of said computing/communications device; [[and]]

- a server connected to said network, said server being configured to receive said information identifying said selected ones of said target locations and to generate said sponsored content provided by exclusive sponsors for said categories assigned to said selected ones of said target locations and to communicate categorized sponsored content to said computing/communications device for each said one of said selected target locations, wherein said sponsored information is determined in part based on said provided contextual information[[]]; and

- periodically auctioning off a right of exclusive promotion associated with said target location to said exclusive sponsors and one or more bidders.

55-56. Cancelled.

57. (Currently Amended) A computer implemented method of communicating residential real estate foreclosure information concerning a target location for which a user seeks residential real estate foreclosure information from a server to a user's computing/communication device communicatively connected to said server on a network, the method comprising the steps of:

determining a said geographical region specified by said computing/communication device independently of a current physical location of said computing/communication unit and said server ~~wherein a network address of said computing/communication device is used as said geographical region data;~~

at said server retrieving from a database at least one of a plurality of categories of real estate professional contact information related to residential real estate foreclosure provided by exclusive real estate professionals participating in residential real estate foreclosure transactions for said geographical region; [[and]]

delivering said exclusive real estate professional contact information related to residential real estate foreclosure to said computing/communications device over said network[[]]; and

periodically auctioning off a right to exclusive promotion associated with said geographical region to the exclusive real estate professionals and one or more bidders.

58. (Previously Presented) The method according to claim 40, wherein said contextual information is demographic information related to said user.

59. (Previously Presented) The method according to claim 40, wherein said contextual information is identification information related to said computing/communication device.

60. (Previously Presented) The method according to claim 40, wherein said contextual information is subject matter of interest to said user.

61. (Previously Presented) The computer readable data storage medium according to claim 47, wherein said contextual information is demographic information related to said user.

62. (Previously Presented) The computer readable data storage medium according to claim 47, wherein said contextual information is identification information related to said computing/communication device.

63. (Previously Presented) The computer readable data storage medium according to claim 47, wherein said contextual information is subject matter of interest to said user.

64. (Previously Presented) The system according to claim 54, wherein said contextual information is demographic information related to said user.

65. (Previously Presented) The system according to claim 54, wherein said contextual information is identification information related to said computing/communication device.

66. (Previously Presented) The system according to claim 54, wherein said contextual information is subject matter of interest to said user.